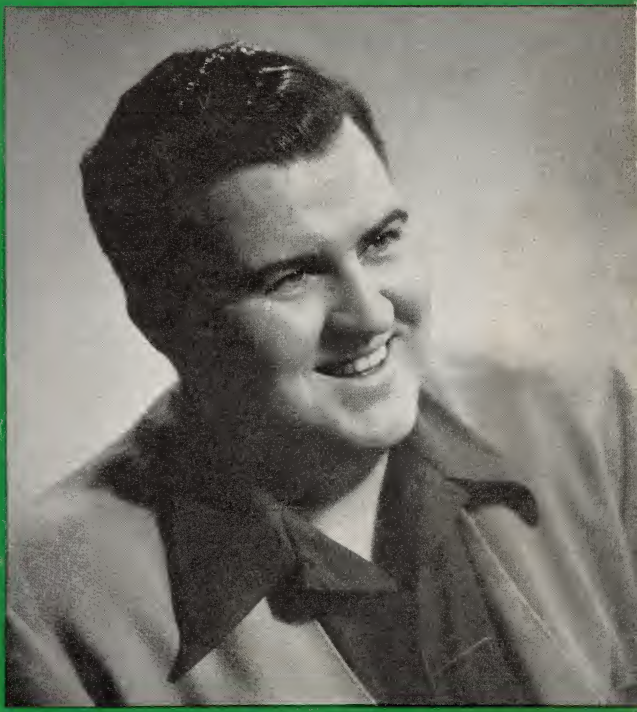
TV Forecast

RINK, FRED
5702 DAKIN ST.
CHICAGO 34, ILL.
97-177

APRIL 8, 1950



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ON THE COVER

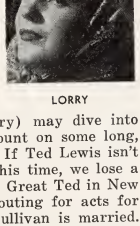
Bob Murphy is the smiling Irishman you'll meet this Sunday on Sachs Amateur Hour, WENR-TV, channel 7. Master of ceremonies for Sachs, Murphy picks his favorite winner, Joey Scotti, and tells why in an exclusive guest column in this issue.

NEXT WEEK ● "Special Wrestling Issue"

Ask your newsstand dealer to reserve you a copy of the April 15 *TV Forecast* Magazine. The issue will be dedicated to Chicago's favorite TV spectacle, wrestling. Watch for it! Above: Don Eagle accepts *TV Forecast* trophy from Promoter Fred Kohler.

CHANNEL ONE

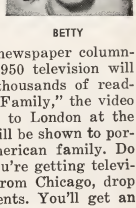
BETTY Brewer, chanteuse seen Thursdays on WENR-TV's Holiday Hotel, wins our Nomination of the Month as the gal most likely to succeed on television . . . She is one of the reasons pop stays up to watch the show . . . Joe Rossiter tells us New York isn't the only city that has TV sets in the lobbies of theaters, pointing out that video lounges exist in the nearby Carnegie and Telenews, smack in Chicago . . . Our visit to Hollywood last week paid off: we learned there is a strong chance the Great Gildersleeve (Harold Peary) may dive into TVentures. If so, count on some long, hearty chuckles . . . If Ted Lewis isn't on your screen by this time, we lose a $10 bet. We saw the Great Ted in New York a day ago, scouting for acts for his show . . . Ed Sullivan is married. The full story will be told in *TV Forecast* in a special story . . . Will Baby Snooks ever hit television? Probably not. Fanny Brice, however, is one of the top woman comics of the country . . . Look for the decline of Hollywood's "Oscar" . . . with television growing, and movie attendance going downhill, the stars of video shows will be tomorrow's idols . . . That's where our "Gooks," annual TV awards, will take over the coveted role "Oscar" now occupies . . . Three more years and movie houses will have to shut down 3 out of 10.



LORRY

Lorry Raine, watch our prediction, will win your heart when you see her again on TV . . . on the west coast she was bowling them over. A Decca and Universal recording star, Lorry appears in Rudy Vallee's first video film, "College Days." . . . Check the tears, boys, Tim Gayle is her mgr-husband.

After you watch Bob Hope Sunday, drop us a line . . . we're taking our own Hogan Survey to discover if old Ski Nose is liked as well on the screen as in radio . . . Do you read Cholly Knickerbocker's stuff? If so, you'll see what the author looks like if Maggi McNellis is able to sell the show to a sponsor . . . Don': blame TV for low grades brought home by your children. Look in the mirror. If anything, video is giving the young people a pictorial, historical picture of things happening . . . supplementing their current events courses . . . Welcome, Jack Mabley. Understand you'll share space with us in *TV Forecast* . . . As a prize-winning newspaper columnist, your views on 1950 television will be watched by our thousands of readers . . . "One Man's Family," the video version, will be sent to London at the request of BBC. It will be shown to portray the typical American family. Do you agree? . . . If you're getting television over 50 miles from Chicago, drop us a line and ten cents. You'll get an "Over 50 Club" certificate.



BETTY

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THRIFTY Low initial cost—Full parts & tube protection.

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TELEVISION Engineers, Inc.

1539 W. HARRISON ST. CHICAGO, ILL.

All letters must be signed; names will be withheld if requested.

Sir:

We are legion and we are not prissy-prims. We want to be boosters, not knockers of this great new medium for fun, entertainment, laughter, and knowledge. But how can we be, when so many programs make light of God's highest recreation—the human body? They glamorize its frailties and weaknesses through the drunk, the cheap, the sordid, and the ignorant. Wake up, you program directors and script writers! Make these pioneer years something fine and clean to look back upon by our children's children in years to come. You have such a great opportunity and "You're fiddlin' while Rome burns." I dare you to print this verbatim in your fine little magazine. I'm sure it will bring others to write you their opinion and I'll abide by the results.

Aurora, Ill. LYDIA E. ABELL

Sir:

I think it outrageous for a girl to expose herself as Syra, Miss Switzerland, does . . . It is too suggestive . . . Please see if you can't improve your pictures.

Chicago, Ill. MISS MARY BUNGE

Sir:

I know you will get many more letters about this hussy (Syra). She is a disgrace to television.

Chicago, Ill. MRS. M. O. BOYLE

Sir:

Where, oh where is your picture censor? I've thought of *TV Forecast* as a "family" magazine . . . Please keep it as it has always been, a grand little magazine everyone will welcome into their home.

Aurora, Ill. MRS. WM. F. CORRIGAN

Sir:

We would like to nominate Syra, Miss Switzerland, our "Miss 75 Recoiless Rifle" by the men of the 75th Platoon of the Aurora Division, Illinois National Guard. Please enclose full pinup of Syra for our locker room.

Aurora, Ill. SGT. DICK GAUL and 10 others

GUEST COLUMN

My Favorite Amateur? Joey Scotti

By BOB MURPHY

The man who had my job before I came along met a lot of talent young. Among others, he saw Mel Torme and June Haver before their first big audiences. And since I went to work for Morris B Sachs, the Amateur Hour (WENR-TV, Sundays, 12:30-1:30 p.m.) has turned up some potentially big stars. Probably the best known winner so far is Bernie Christianson. When Bernie came for an audition, he didn't impress anyone very much, until they realized the versatility of that wonderful voice. Since he was a Morris B. Sachs champion, Bernie has gone on to a permanent spot on the ABC Breakfast Club, and is one of the Midwest's favorite young tenors.

It's a strangely satisfying thing, being part of this program. Program, I mean institution. And it's become that because the Amateur Hour is a sharing thing. We give the kids a break . . . the kids give the audience real entertainment . . . and the audience gives the kids the confidence they need to go on and realize their talent potential.

People are always asking me who are my favorites? . . . who was the best amateur I ever worked with. Well, that's a relative thing. A matter of taste . . . but some of the kids have made more lasting impressions.

I guess my favorite winner is Joey Scotti. You may remember Joey. He was the youngster who won the Grand Prize last year . . . new automobile. Joe got a lot of publicity when that car was stolen . . . it was quickly recovered after Mr. Sachs offered a reward for it . . . but that's not why I remember him.

Joey Scotti was born a spastic cripple. For years doctors told his parents that he would never have any coordination . . . that he would never learn to talk. But Joey did . . . and he won that automobile . . . for playing the organ. That was how wrong he proved the doctors. The Sunday Joey won the grand prize was a good afternoon to be with the Amateur Hour.

One of the finest artists ever appearing with us was the Polish pianist . . . a woman 34 years old . . . who had spent seven years in a German concentration camp. They made her chop wood, and she was never near a piano for all that time. After the war ended, she came to Chicago. I guess her appearance on the Amateur Hour was the only public one she's ever had. But she played beautifully, professionally.

We have more fun with the special shows . . . the program we do in the Civic Opera House . . . than any others. There are the Christmas Show, the Easter Program, V.F.W. Cigarette Drive and the Polio Show. The theater can seat 4000, and they turn away people every time.

To those people, the Morris B. Sachs Amateur is an old friend. On the radio for 19 years before it was televised, the program has become a part of Chicago.

I have an idea the show will go on for another score of years . . . giving youngsters an opportunity . . . a showcase for their talents.

Community Theater

"Community Theater," feature film series will again be seen Friday, April 14 on WGN-TV, channel 9. The show recently replaced the Madison Arena boxing show, which will continue to be telecast via the Du Mont network out of Chicago. Movies will be sponsored by the Community Home Builders.

***TV Forecast* Now on Sale at Leading Newsstands**

Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

9:45 4 Multiscope News on the ticker tape

10:00 4 Movies For Kids Ch. 5 "Don Winslow of the Navy" and Red Barry

2:30 5 Horse Races from Jamaica

4:15 7 Animal Clinic advice on the care and feeding of dogs, birds, etc.

4:30 7 Sagebrush Theater Western film about "Wild and Wooly West"

5:00 4 Multiscope News on the ticker tape

5:30 4 Kuda Bux, Hindu Mystic "The man with the X-ray eyes" can see through almost any covering

5:30 7 Lois Fisher Show famous illustrator of children's books with a cartoon show for the youngsters

5:45 4 Lucky Pup Review Summation of the week's happenings with Doris Brown
5 Nature Of Things Dr. Roy K. Marshall gives scientific discussion
9 Trail Blazer's Theater Western feature film "Law and Lead"

6:00 5 American Forum Of The Air Theodore Granick conducts discussion on "Controlling Rent Activities." Sen. Homer Ferguson (R-Mich) Sen. Harley M. Kilgore (D-W.Va.)
7 Cameraman At Large film shorts

6:15 4 Film Shorts

6:30 4 Travel Time Films
5 Waiting For The Break Hank Ladd presents talent from Broadway
7 Lone Ranger rides again in his fight for law in the west in this week's episode "Never Say Die"

6:45 4 Film Shorts

7:00 4 54th St. Revue Joey Faye, comedian. Marilynn Day, Joe Silver, Jordan Bently, Mort Marshall and Mandy Kaye are also featured in variety
5 Saturday Night Review, Jack Carter Show variety entertainment featuring Benny Baker comedian, Donald Richards vocalist, and guest
7 Paul Whiteman's TV Teen Club "Pops" and the youngsters present tops in the young talent field
9 Dinner Date With Vincent Lopez his orchestra and guests

7:30 9 Inside Detective Roscoe Karns, the kind-hearted detective solves another baffling murder case

8:00 4 Film Shorts
5 Saturday Night Revue, Your Show Of Shows featuring in this portion Sid Caesar, Imogene Coca, Marguerite Piazza, Robert Merrill, and Clifford Guest regulars with Basil Rathbone guest mc and The Szonys ballroom dancers
7 Square Dance Time The Rail-Splitters group is guest square. Wayne Griffin is mc, Bud Bol calls the steps
9 Cavalcade Of Stars Variety with Jerry Lester mc and his guests Jerry Wayne Singer, Kyle MacDonnell, vocalist, toy and wing dancers, a Virginia Lee contortionist

8:30 4 Telemovie Time Feature film "Hats Off" John Payne and Mae Clark
7 Film Shorts

8:55 7 Political Speech Carl Schroeder for Sheriff

9:00 7 **Roller Derby** combines the speed of racing with the bruising bodychecking of ice hockey, includes blocking "borrowed" from football, and jamming "snitched" from the six-day bike race
9 Wrestling From Marigold Jack Brickhouse announces the Chief Don Eagle-Rudy Kay main event match

9:30 5 Grand Marquee Feature film "Master of Bankdamd" with Tom Walls and Ann Crawford. How three generations kept the woolen mills going in England

10:00 4 Saturday Movie Date "Goodbye Love" Charles Ruggles and Vera Teasdale

11:00 7 Flana-Grams Latest news in the world of sports with Pat Flanagan
9 TV Forecast

11:20 4 Murder Before Midnight Watch tonight's conclusion for the answers to your questions

(Stations reserve the right to change above listings without notice)

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

8:00 4 **All Nations Easter Morning Worship**

9:00 4 **Pontifical High Mass** from Cathedral of Assumption in Baltimore, Md.

9:45 9 **Solemn High Mass** from Holy Name Cathedral with Samuel Cardinal Stritch

10:00 5 **Easter Service** from Lutheran Tabernacle in Philadelphia, Pa.

11:00 5 **Easter Parade** from N.Y.'s Rockefeller Center on 5th Ave. with Ben Grauer and Maggi McNellis describing the latest fashions and interviewing the celebrities

12:00 7 **Bible Stories**

12:30 7 **Morris B. Sachs Amateur Hour** Presents a special Easter show for children

1:00 9 **Hudson Family Theater** Feature film "West of Nevada" Rex Bell

5 **The Triumphant Hour** Film starring many Hollywood celebrities

1:30 7 **Lone Ranger** Repeat of Sat. show

2:00 7 **Hopalong Cassidy**

9 **Family Theater** 2nd feature "Great Mike" with Stuart Erwin

5 **Tour Of The Holy Land** Film narrated by Richard Joseph

2:30 5 **To be announced**

3:00 5 **Today With Mrs. Roosevelt** National figures discuss current news topics

4 **Easter Film**

3:10 7 **Hollywood Reel** Film

3:25 7 **Kiddie Cartoon** Film

3:30 5 **Meet The Press** Round-table discussion, Martha Rountree moderator

3:35 7 **Crusade In Europe** Film based on Gen. Dwight Eisenhower's book. Ch. 10 "Rise and Fall of a Dictator"

3:45 9 **A Job Looking For You** Commercial

4:00 5 **Armed Forces Hour** "Right Dress." Outfitting the serviceman

7 **Super Circus** presents a Shetland pony, jugglers, and "The Easter Egg Truth Tree" clown skit

4:05 4 **Multiscope News**

4:30 5 **Star Spangled Revue** Gala Easter variety entertainment with your host Bob Hope. Beatrice Lillie, Dinah Shore, Douglas Fairbanks Jr. and many other star attractions

4:35 4 **TV Billboard**

5:00 7 **Singing Lady** Fairy tale time

9 **Public Service** How to vote

5:15 4 **Travel Time** Film

5:30 4 **Mr. I. Magination** Paul Tripp

7 **Golden Game** Bible charades

9 **Spell With Isbell** Informal spell down

6:00 4 **Starlight Theater** Drama

5 **Zoo Parade** with Marlin Perkins telling you about eggs of all shapes and sizes

7 **Paul Whiteman Revue** Musical

(Continued on page 8)

Morris B. Sachs

INVITES YOU TO

LISTEN

VIEW

VOTE

FOR YOUR FAVORITE AMATEUR ON THE MORRIS B. SACHS AMATEUR HOUR

WENR **WENR-TV**

Every Sunday at 12:30 P.M.

812th Consecutive Program
Sunday, April 9

SPECIAL EASTER
SHOW FOR CHILDREN

Morris B. Sachs inc.

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CHICAGO

WGN·TV

CHANNEL 9

A fast-moving film digest of this week's important news from everywhere

Presented as a public service by

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AND TRUST COMPANY OF CHICAGO
208 SOUTH LA SALLE STREET

You Can See

EASTER HIGH MASS

on

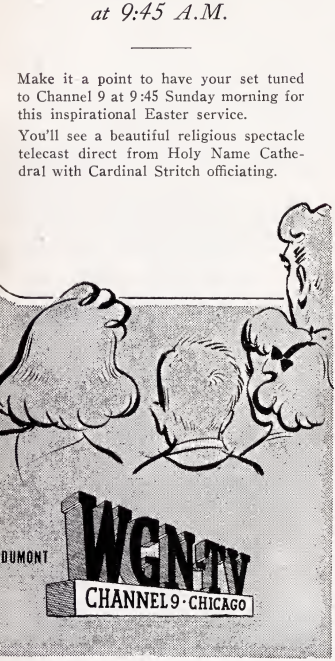
Channel 9

SUNDAY MORNING

at 9:45 A.M.

Make it a point to have your set tuned to Channel 9 at 9:45 Sunday morning for this inspirational Easter service.

You'll see a beautiful religious spectacle telecast direct from Holy Name Cathedral with Cardinal Stritch officiating.



Sunday (Continued)

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

9 **Request Performance** Chicago's favorite columnist Irv Kupcinet introduces an all-star revue

6:30 **4** **This Is Show Business** Discussion-variety with Clifton Fadiman and guests Gypsy Rose Lee, Janet Blair, Ida Alvarez, Phil Silvers

5 **Aldrich Family** Henry and Homer have some problems in making a kite

7 **Carolyn Gilbert Show** musical

9 **Telenews** The latest happenings from all over the world brought to you on film (see pg. 25)

6:45 **7** **Dr. Fixum's Household Hospital**

9 **Baseball Preview 1950** Harry Wisner

7:00 **4** **Toast Of the Town** Ed Sullivan presents the Notre Dame Glee Club, a film titled "The Story of Notre Dame" narrated by Rev. J. J. Cavanaugh, and Vic Damone vocalist

5 **Supper Club** with Perry Como mc with special guest Sigmund Romberg and Easter dancers

7 **Think Fast** Dr. Mason Gross mc of this panel quiz

9 **Chicagoland Players** Drama

7:30 **5** **Colgate Theater** Drama "Motive For Murder" suspense story

7 **Majority Rules** Quiz with Myron Wallace asking the questions

9 **They Stand Accused** Chicago's top-lawyers take leading roles in case

8:00 **4** **Fred Waring** and the Pennsylvanians present "First Communion" small boy's first reaction to communion ceremony and minor miracle which occurs to him on Easter

5 **Philco Playhouse** Drama. "Dirty Eddie" by Ludwig Bemelman

7 **Your Witness** Mystery drama

9 **Windy City Jamboree** Square dancing with John Dolce caller (see pg. 14)

8:30 **7** **Mysteries Of Chinatown** Drama

9:00 **4** **Celebrity Time** Panel quiz with Conrad Nagel, Ilka Chase, John Daly, and guests Nancy Andrews and Jack Pearl

5 **Garroway At Large** Musical variety in a peaceful mood (see pg. 14)

7 **In The Morgan Manor** Musical

9 **Stars Of Tomorrow** Lee Bennett mc

9:30 **4** **Hollywood Playhouse** Feature film

7 **Youth On The March** Religious

5 **Tele-Movie Time** Feature film "Dixie Jamboree" with Frances Langford

9 **Courtesy Theater** Feature Film presents "One Romantic Night" with Alan Curtis & Illona Massey

10:00 **7** **Comedy Carnival** Old time movies

11:00 **9** **Chicagoland Newsreel** Review

11:30 **9** **TV Forecast**

(Stations reserve the right to change above listings without notice)

GALA

EASTER

SHOW!

Bob Hope

headlines

"STAR-SPANGLED REVUE"

with

BEATRICE LILLIE
DOUGLAS FAIRBANKS, JR.
DINAH SHORE

and a host of others

EASTER SUNDAY

from 4:30 to 6:00 P.M.

★

OTHER EASTER DAY SPECIALS

Church Services.....10:00 A.M.
N.Y. Easter Parade.....11:00 A.M.
"The Triumphant Hour"..... 1:00 P.M.
"Tour of the Holy Land"..... 2:30 P.M.

Coming: Jack Mabley's New Weekly Column!

Jack Mabley, a household word for thousands of TV set owners, joins the staff of *TV Forecast* with the April 15 issue when he becomes author of a new weekly video column.

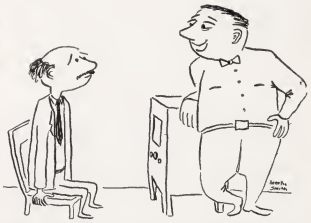
Mabley, a veteran of 12 years at the Chicago *Daily News*, won both the 1949 and 1950 Front Page Awards of the Chicago Newspaper Guild for his reporting. He was one of the first newspapermen to own a TV set.

Graduate of the University of Illinois where he was Editor of the *Daily Illini*, Mabley is currently teaching fledglings in Northwestern University's school of journalism, in addition to writing for the *News*.

A native of Binghamton, N.Y., 34 year old Mabley spent most of his early childhood in Detroit, Mich. In 1940 he married the former Frances Habeck of Wilmette. The couple now reside with their two children, Jill (3) and Ann (1) in Glenview.

A veteran of World War II, Mabley spent three and one-half years with the U.S. Navy in the Pacific theater. At present he's in the naval reserve.

You'll find Mabley's new column in *TV Forecast* one of the most sparkling bits of prose. It's another reason why you'll want to buy *TV Forecast* regularly for the best coverage of television news in Chicagoland.



"I probably never would have bought this set, but Alcoholics Anonymous suggested I get one of my own."
—Inertia Smith

Enjoy Your TV Set—

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Interference Filter

Don't let interference spoil your TV pleasure. Get a Beldare Interference Filter today. The BELDARE way is to filter the signal. And only before it reaches the TV set. Small, very compact. Installation is outside the set. Installed in a matter of minutes ..... complete

$2.95

Vision Filter

Eliminates eye-strain caused by "picture-glare." This anti-glare filter is a must for the protection of your eyes and the sensitive eyes of children. Fits snugly on screen.
10".....$1.95 12½".....$2.95, 16".....$3.95, 19".....$4.95
50c extra for round screen.

Your Satisfaction Guaranteed

MAIL THIS COUPON TODAY!

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Enclosed find $....., or send C.O.D. ☐ for the following:
Interference filter ☐
Vision Filter: 10" ☐ 12½" ☐ 16" ☐ 19" ☐
Regular Screen ☐ Round Screen ☐
Make of TV Set....., Model.....
Name .....
Address .....
City..... Zone State .....
All prepaid orders shipped postpaid. Add 2% Illinois Sales Tax
Phone Orders MUlberry 5-0024

Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Tom Wallace Show**

10:30 9 **Adventures In Sewing** Louise Windlow with the fundamentals of home dressmaking

10:45 9 **Tom Wallace Show**

11:00 9 **Chicago Cooks** Hostess Barbara Barkley shows you the newest in recipes

12:00 9 **Tom Wallace Show**

1:00 4 **Multiscope News** on the ticker tape
9 **Stop The Record** Frann Weigel

2:00 4 **Bill Evans Show** Fun-filled hour of music, chatter, philosophy

2:30 5 **Races From Jamaica**

3:00 4 **Homemakers' Exchange** Maggi Young, brings you taste thrills

3:30 4 **TV Album** Ticker tape news

4:00 4 **Multiscope News** on the ticker tape
5 **Norman Ross At Work**
9 **To be announced**

4:15 5 **Judy Splinters** takes you on an exciting visit into lives of boys and girls in other lands

4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** brings you fun and fantasy
9 **Telephone Game** Jim Ameche and Jane Quinn give prizes to lucky winners

5:00 5 **Cactus Jim** Western feature film "Three in the Saddle" I
9 **Small Fry Club** "Big Brother" Bob Evans has some good advice and several new ideas for all the youngsters

5:15 4 **Comic Capers** Each day Don and Vera Ward read favorite comics for youngsters

5:30 4 **Lucky Pup** Foodini has all kinds of trouble with Phineas P. Pinch
9 **Trail Blazers' Theater** Western Film

5:45 4 **Wrangler's Club** Texas Bruce invites you to meet his friends.

6:00 4 **Time For Beany** and his amusing adventures with Cecil the serpent
5 **Kukla, Fran, And Ollie** These two keep Fran on her toes

6:15 4 **Off The Cuff** with Russ Davis
7 **Dinner Music** Recorded melodies

6:30 4 **CBS News** Douglas Edwards reports
5 **Showroom** with Roberta Quinlan and her guest Robert Maxwell Harpist
7 **Adventure Time** Feature film serial: "Last of the Mohicans"
9 **Barton At The Balinese** with Joan Barton featuring a song of the night

6:35 9 **Film Varieties**

6:45 4 **Window Shopping** with Pat Banks
5 **News Caravan** John Swayze reports
7 **Paddy The Pelican** weaves a tale about his home in the woods
9 **Chicagoland Newsreel** Local news

7:00 4 **Silver Theater** Drama "Minor Incident" Nancy Kelly in a story of girls powder compact that almost causes a suicide, a libel suit, a broken engagement

(Continued on page 11)

Monday (Continued)

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

5 **Tele-Theater Drama.** "Once a Gentleman" by Betty Wright
7 **Parade** TV's original juvenile talent show in a variety of acts
9 **Star Gazing** Learn what the stars tell of your future discussed by Dr. E. R. Rood noted astrologer

7:30 4 **Talent Scouts** Amateur and professional talent by Arthur Godfrey
5 **Voice of Firestone** presents Ezio Pinza, bass, accompanied by Howard Barlow and the orchestra
7 **Dr. Fixum's Household Hospital** Art Youngquist with tips for ladies
9 **Al Morgan Show** Musical with the maestro of the keyboard

8:00 4 **Candid Camera** Allen Funt presents the unexpected in human reactions
5 **Lights Out** Drama "The Faithful Heart" with Ann Francis
7 **Premiere Playhouse** Feature film "You Only Live Once" with Henry Fonds. About a framed murder charge, a prison break, & death
9 **World Is Yours** Travel film

8:15 9 **Bound For Alabam** with that lovely lady of song Judy Talbot

8:30 4 **Goldbergs** Domestic comedy with Gertrude Berg and Philip Loeb
5 **Robert Montgomery Presents** Burgess Meredith in "Our Town"
9 **Film Varieties**

9:00 4 **Studio One** Drama "Walk The Dark Streets" with Franchot Tone
9 **McCarthy Gang** Sheila John Daly presents teen age talent

9:30 5 **Who Said That?** Asks Robert Trout of Samuel Goldwyn, Bob Considine, Ellis Arnall, and John C. Swayze
9 **Motion Picture Academy** Feature film "Dinner At The Ritz" with David Niven, Annabella, and Paul Lucas

9:45 7 **Political Speech** Carl Shroeder

9:55 7 **Flana-Grams** sports commentary

10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle

10:05 7 **Political Speech** James Simpson

10:10 5 **Design For Good Living**

10:15 4 **Wrestling From Hollywood** Film
5 **Today's Ball Game** with Tom Duggan

10:30 5 **NBC Newsroom** with Clifton Utley and guest Judge Edmund K. Jarecki

10:45 5 **But Not Forgotten** Herbie Mintz and Norman Barry talk about many things

11:00 5 **Stud's Place** Presenting your philosophical counterman, Studs Terkel
9 **Chicagoland Newsreel** Local news

11:10 4 **Murder Before Midnight** Film in part

11:15 9 **TV Forecast**

11:40 4 **Pix of The News** Ulmer Turner

(Stations reserve the right to change above listings without notice)

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But once in a great while the television waves strike a layer in the stratosphere called the "E-Layer." Under certain conditions, the E-Layer becomes ionized, or electrically charged. When this happens, the layer acts like a mirror, stopping the video waves in their headlong rush toward the stars and bouncing them right back to earth, far away from the television station. At such times, you are apt to receive Los Angeles, or New York, or—who knows? —even London.

Tickets Available for These Shows

Chicago television stations have a number of programs to which a studio audience is admitted. Unless otherwise indicated, tickets may be obtained by writing the stations in advance.

WENR-TV—20 N. Wacker Dr., AN 3-7800. Tickets: Guest Relations, Civic Opera Building. Programs originate in ABCivic Theater. "Super Circus," Sunday 4-5 p.m.; "Saehs Amateur Hour," Sunday 12:30-1:30 p.m.; "Parade," Monday 7 p.m.; "Courtesy Hour," Friday 10-11 p.m.; "Square Dance Time," Saturday 8-8:30 p.m.

WGN-TV—435 N. Michigan, SU 7-0200. Tickets: Guest Relations, Tribune Tower. Rubins "Stars of Tomorrow," Sunday 9-9:30 p.m.; "Request Performance" with Irv Kupcinet, Sunday 6-6:30 p.m.; "Hollands Happiness House," Wednesday 9-9:30 p.m.; "Fairteen Club," Friday 5:30-6 p.m.; "Hi Ladies," Tuesday and Thursday 4 p.m. (Write % Home Arts Guild.)

WNBQ—Merchandise Mart, SU 7-8300. Tickets: Guest Relations, Mart, Chicago 54. "Saturday Night Review" with Jack Carter, Saturday 7-8 p.m.; Michigan Ave. Studio.

WBKB—190 N. State, RA 6-8210. Tickets: Public Relations. "Lucky Letters," Friday 9:30 p.m.; "Ernie Simon's Curbstone Cutup," Monday through Friday 10 p.m. (No tickets needed. Show telecast under marquee of State-Lake Theater.

TV Forecast for April 11, 1950

Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 Tom Wallace Show

11:00 9 Chicago Cooks and you will, too, when Barbara Barkley shows you how easy it is

12:00 9 Tom Wallace Show

1:30 4 Multiscope News on the ticker tape

2:00 4 Bill Evans Show A variety of fun, and sometimes a celebrity is introduced as guest star

3:00 4 Homemakers' Exchange Time to send in your recipe for Maggi Young's contest

3:30 4 TV Album Ticker tape news

4:00 4 Multiscope News on the ticker tape
5 Adventures In Electric Living Clint and Jeanne Youle discuss electric refrigeration in the home
9 Hi Ladies starring Claude Kirchner and ladies of the Home Arts Guild

4:15 5 Judy Splinters discusses new ideas and games with her viewing audience

4:30 4 TV Billboard Ticker tape news
5 Howdy Doody Show Flapdoodle and all help amuse the youngsters
9 Telephone Game An exciting new quiz which gives the listening audience a chance to join the fun

5:00 5 Cactus Jim Western feature film. "Three in the Saddle" II
9 Small Fry Club Listen and learn what the campaign is for this week

5:15 4 Comic Capers with Don and Vera Ward, and Boo the magic puppet bunny

5:30 4 Lucky Pup Follow the adventures of the Bunnin puppets, as Doris Brown introduces the sequences
5 Pet Shop Gail and Gay tell how to take care of household pets
9 Trail Blazers' Theater Western film

5:45 4 Wrangler's Club Western feature film introduced by Bruce Roberts

6:00 4 Time For Beany and his exciting tales of adventure and fantasy
5 Kukla, Fran, And Ollie with enjoyment for the whole family

6:15 4 Off The Cuff with Russ Davis and a super give-away show
7 Dinner Music Recorded melodies

6:25 9 Barton At the Balinese The delightful songs of Joan Barton

6:30 4 Window Shopping with Pat Banks and John Dunham with new ideas
5 Ben Grauer
7 Adventure Time Feature film serial: "Last of the Mohicans"
9 Hobby Parade Interesting pastimes related by Walt Newton

6:45 4 Five Star Final Bob Elson, Roy Topper, with gossip, sports news and a surprise guest

(Continued on page 21)

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Suburban Television of La Grange
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La Grange, Illinois

Television Engineers, Inc.
1539 West Harrison Street TAylor 9-4200

Television Technicians, Inc.
131 North Green Street MOnroe 6-5748
380 E. St. Charles, Lombard LOmbard 1236

Auburn Park Electronics
502 W. 79th Street STewart 3-6391

Video Tronics, Inc.
5424 North Clark Street LOngbeach 1-4059

Keep Posted—Read Ernie's "Cranisfores"

Curbstone Cutup Ernie Simon is now the victim of a fan club. Purpose of the club: to exchange information about "our favorite disc jockey and jak maker, Ernie Simon."

Honorary President of the club is Ernie himself. But the real working "Pres." is Anita Conrad (Box 64) of Harvey, Ill. Veepee is Lois Guthmann of Bellwood, Ill., and Secretary Clara Hillyer of Harvey.

The Ernie Simon Fan Club gets out a snappy fan magazine called "Simon's Cranisfores." That's right. Cranisfores. What? A vegetable probably. Or something spelled backwards. Anyway, the Cranisfores contains interviews with Ernie, letters from Ernie

and his secretary, Helen Henke, and biographical data on fan club members.

A typical story on Ernie Simon starts like this . . .

"Dave Garroway is 35 years of age. He is 6'2" tall and has brown hair and gray eyes. He wears large outsize tortoise shell glasses and has many changes ranging from gold to platinum as the mood varies. He has a mad, uncontrolled passion for buying Rolls Royces. He immediately takes them apart when he gets them and makes them over. His current favorite is a slimmed-down model with a special built top, painted peacock blue-green."

Yes. Yes, indeed. But what has this to do with the price of fish?

CONNIE RUSSELL is the object of attention at her official Fan Club organized recently by teen-agers. President of the club is Miss Natalie Jason of 1354 W. Estes, Chicago. If you'd like to become a member, just drop her a postcard and say you saw it in TV Forecast.

Rainbo Arena Now Scene of Weekly Square Dances

"Jay's Jamboree" is the new one-hour square dance and folk music variety show on WGN-TV Sunday (April 9, 8 p.m.) Originating in the Rainbow Arena and open to the public on an inexpensive paid admission basis, the program is also fed to the DuMont Network.

The telecast portion is actually a one-hour long "floor show" which takes place during a full evening of fun and square dancing. Though the talent lineup was not set at press time, square dance caller John Dolce promised at least two dance competition segments during the hour presentation. Other portions of the program will include specialty acts, western recording stars and appropriate music.

The new series is sponsored by Jay's Potato Chips and produced by Kaufman Associates.

Please say—
"I saw it in TV Forecast."

Barefoot Jazz Heats Airwaves— Story of Chicagoan Chet Roble

By DICK FIREMAN

Chet Roble, TV jazz artist, was this week nominated the favorite of barefoot stompers throughout Chicagoland.

Jazzman Roble, a tall, blond, easy-going chap with a preference for gray suits and checked neckties, is a native of Chicago. He got his start in music from an aunt who played. He went to Schurz High in Chicago and then to the University of Illinois, where he played in all the campus bands.

He left school to join the "Ace Brigade" dance band in 1930, worked Chicago night spots with Ace Brigade and other groups, and then went to work for Mike Todd. He then went to Helsing's Vaudville Lounge at Montrose and Sheridan, and there got his big break. Tweet Hogan, who runs the spot, was a frat brother of Roble's. He booked Chet for two weeks—and Chet stayed three and a half years. "It's a funny story," muses Chet.

After that Chet formed his trio .. . that was in '45. With the trio he toured the country, and last year won the "Orchestra World" award as top small combo in America.

Chet's specialty is something he calls "Barefoot Jazz." "It's a two-beat jazz," he says, "with a down-home feel. It's like a boy walking barefoot in the country . . . it hurts your feet till you get used to it. It's a mixture of Chicago Jazz, New Orleans Jazz, Dixie and Blues.

" 'Course," he cautions, "we don't do that all the time. We also play ballads, and occasionally, to bust it up, we do a few concertos. We try to intersperse our jazz with novelties, because we've learned that you can't make a mental gymnasium out of a saloon. People come to be entertained!"

Chet and his combo have a fan club called the "Barefoot Bunch." These are mostly folks who admire Barefoot Jazz. The Bunch boasts members of all ages, such folks as Russ Myers, pitcher for the Philadelphia Phillies; Danny Littwiler of the Cincinnati Reds, and Gene Ronsani, coach of the Green Bay Packers.

CHET ROBLE

The Trio (which includes Charlie Sperio, who plays the clarinet and sax, Sammy Aron on the bass, and Chet himself at the ivories) has played on a number of other television shows. They've been on the "Little Revue" over WENR-TV, "Garroway at Large" over WNBQ, and Ernie Simon's Jay Potato Chip show (now extinct) over WBKB. "And both these guys," says Chet, meaning Ernie and Dave, "have been very instrumental in what success I have achieved."

Chet is married to a girl named Virginia. He has a daughter, Terry, who is 15 and a student at Amundsen high. Terry does not take after her father when it comes to music. She is going to be a writer, a "fourth-estater," as Chet says.

Chet smokes a pipe. He sports a thin, blond mustache and wears his hair in a crew cut, a habit which he says was influenced "by my hydrant-headed friend, Ernie Simon." He will be 42 on April 13th. "But," he grins, "you don't have to say that. Tell them that life has just begun for Chet Roble!"

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I Write My Own Gags

By Morey Amsterdam

A lot of interviewers are surprised when they stop in to watch me rehearse my TV show at Du Mont's Adelphi theatre, and find me puttering around with a pencil and a stop-watch working on the script for the night's show. But why not? I've been writing gags since I started in show business.

I've owned night clubs and worked in them. When people come to a club often they catch on to the routines pretty fast if you don't vary them—you've got to know how to write your own material.

Luckily, some of the best lines happen on the spur of the moment. I remember one night a waiter broke a tray of glasses during my act and one of the best gags I ever ad libbed came to me: "Ladies and gentlemen, that was Johnny stepping out of the thousands of store windows all over America."

My first experience with jokes came when I was a fifteen-year-old kid. I was trying to convince a lady with a size 9 foot that she just couldn't take a size 7 shoe. The end of my career came with this statement:

"Madame, I know just what you want. A shoe big on the inside and little on the outside."

She and the manager didn't like the idea but I think it could revolutionize the shoe industry.

A year later I was doing a benefit in a Chicago cafe. Two of the customers there that night were ex-Vice President Dawes and Al Capone. Of course I thought this line was a natural: "What a parley—the vice president and the president of vice!"

I was lucky I didn't become the hero of that other gag: "My brother insulted Al Capone."

Answer: "Gee, I'd like to meet him."

—"Well, they ain't gonna dig him up just for that!"

One of my gags that I've heard around a lot recently is the one about second hand cars: "Get these cars while they're hot and they probably are!"

Getting together our television show, we write material almost 'til air time. One gag suggests another and when the show gets warmed up at rehearsal we actually need the stop watch to trim out superfluous sentences. I'm just lucky I talk fast, that's all.

Amsterdam can be seen this week on WGN-TV, channel 9.

Let's See More of Graffis

By GEOFFREY HUNTER

One man we'd like to see more of on TV is **Herb Graffis,** the Sun-Times columnist and the No. 1 authority hereabouts and anywhere on golf. Herb, who publishes Golfing and Golfdom magazines, probably knows more about the game than anyone living. He is the most sought-after toastmaster for banquets in the city and a perennial contributor to Esquire and other slick magazines. So far he has guested on shows but some wise producer would do well to employ his homespun humor and wit on a full time basis.

Dick Paige, former Kansas State athlete who doubles in brass as a radio announcer and singer and who has a TV show on tap with wife **Adele Scott,** the pianist and organist, has gone all the way by buying the controlling interest in Norman Ross, Inc., in Evanston and now sells receivers in addition to his video performances . . . **Ruffy Silverstein,** who travels the wrestling wheel and is seen occasionally in Chicago, was a top student as well as National collegiate champion while at the University of Illinois.

Guy Savage, who pioneered a lot of sports shows on TV here, is back in his native Texas as sports director of KLEE . . . We failed to mention two announcers in our roundup last week. **Wayne Griffin,** WENR-TV: Does a good workmanlike job with few thrills. Every interview contains the same questions. Does a good job on wrestling.

Vince Lloyd, WGN-TV: Right behind Brickhouse on play-by-play. Knows his reporting and doesn't ham it up. His biggest trouble is what we mentioned in the first sentence: He's right behind Brickhouse.

Ed Roberts, who sells things on "Woman's Magazine of the Air," WGN-TV, is a nut on golf and now has his handicap down to 12 . . . **Herb Laufman,** producer of the aforementioned show, gets his exercise flying but recently nosed his plane into the dirt and got a year's workout digging it out of the mud . . . **Dick Raklovits,** the Illini halfback, hopes for a career in radio and video, after his graduation from speech school.

JOE LOUIS takes a hard punch from Arturo Godoy, challenger, during their 8 round, June 20, 1940 fight at Yankee Stadium. Friday, April 14, the films of this fast-moving bout will be telecast on Greatest Fights of the Century on WNBQ, channel 5.

Jack Onslow, the White Sox manager, is strictly a vaudevillian at heart. In recounting his experience in the knife and fork league last winter he always starts, "I was playing a banquet in What Cheer, Iowa, when . . ." Onslow would make fine video fare but the FCC wouldn't appreciate his salty vocabulary . . . and neither would the producers on a family television station . . . Did you know that **Luke Appling** and **Johnny Rigney** of the Sox were the first Chicago ballplayers to make a video appearance in uniform? Appling showed his batting technique and Rigney illustrated his pitching delivery over WBKB back in 1947.

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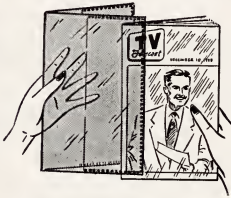

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Friday night, April 14, the International Amphitheater will be the scene of a wrestling extravaganza when Promoter Fred Kohler will stage four outstanding matches, a tag-team bout, two semi-finals, and the windup card. Gorgeous George and Frank Talaber, with Jack Dempsey refereeing.

The evening will start with the Great Moto and Ivan Rasputan exchanging holds. The Tag Team match will star Rudy Kay and Benito Gardini vs. Hans and Fritz Schnables. Lord Blears will face Walter Palmer in the semi-windup.

During the evening, spectators will be offered the special Wrestling Issue of **TV Forecast,** dated April 15, an edition dedicated to Chicago's favorite entertainment.

If you want to make certain you'll get a copy of the April 15 issue, ask your favorite newsstand dealer to reserve a copy.

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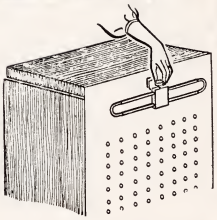

AT YOUR DEALERS

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Tuesday
(Continued)

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

5 News Caravan John Swayze reports
7 Paddy The Pelican tells a story of his woodland friends,
9 Chicagoland Newsreel Local news

7:00 4 Frontier Theater Western feature film
5 Star Theater Milton Berle presents outstanding variety acts and guest celebrities
7 Comedy Carnival Old-time movies
9 Court Of Current Issues Current topics put on trial. Discussion

8:00 4 Ed Wynn Show featuring Beverly Tyler and Charles Laughton as Ed's special guests and presenting a new & unique "Wynnavention"
5 Fireside Theater Film drama "The Web."
7 To be announced
9 Cavalcade Of Bands features the band of the week introduced by Warren Hull, Xavier Cugat

8:30 4 Suspense Mystery drama "Steely Stealy Eyes" original story by Halstead Wells, Melodrama
5 Mr. Omm narrated by Charles Korvin. A unique emotional variety show presented in 6 vignettes
7 Cameraman At Large Film short

9:00 4 Warren Hull
5 Original Amateur Hour Tops in amateur talent presented by Ted Mack and his traveling show
7 Tomorrow's Champions Boxing bouts
9 Wrestling from Marigold, Matches announced by Jack Brickhouse. Main event: Tarzan White vs Hans Schnabel

9:15 4 Film Shorts
9:45 4 Decorating Forum Ideas, suggestions, and tips for dressing up your home with Pat Banks and John Dunham

10:00 4 Ernie Simon The Curbstone Cutup interviews the people in this man-on-the-street show
5 Weatherman Clint Youle with tomorrow's climate report

10:10 5 Design For Good Living with Dorsey Connors and helpful hints for the busy housewife

10:15 4 Ulmer Turner and the news
5 Today's Ballgame with Tom Duggan

10:30 5 NBC Newsroom with Clifton Utley
10:35 4 Sports Roundup with Joe Wilson
10:45 5 But Not Forgotten Herbie Mintz with memories of the greats of show business
7 Flana-Grams Sports commentary

10:50 4 Murder Berfore Midnight Film segment used as basis for quiz

11:15 9 Chicagoland Newsreel Local news
11:30 9 TV Forecast

(Stations reserve the right to change above listings without notice)

SPORTS

Dennis In Trouble

Dennis James, one of the nation's outstanding sports commentators, will again be heard on WGN-TV bringing Chicagoland viewers blow-by-blow descriptions of New York's Sunnyside Gardens wrestling matches this Friday.

James was heard in Chicago in 1948 on a wrestling series on the DuMont Network and WGN-TV. He has achieved popularity throughout the nation through his accounts of sports events which feature his vivid explanations of what is going on in the ring. In other words, his sports commentary is designed for those relatively unfamiliar with the sports world as well as those well acquainted with rules and regulations of various events.

During his Jersey City boyhood James was interested in medicine, but in 1938 he headed for radio instead of a hospital. Sports came easily for him, as he starred in basketball, baseball and boxing during his school days.

It isn't unusual to suddenly find him admonishing the viewer's neighbors for not bringing along their own cokes and potato chips when they come to look in on your set. His interest in "Mother" and his desire to make sure that she completely understands sports sets the pace for all of his descriptions.

The new wrestling series, seen on teletranscription, is sponsored by Louis Miller Motor Sales.

Whitey Carson Show Boosts Easter Seals

Whitey Carson, the singing Western star of WGN-TV's "Carson's Corral," will appear Saturday, April 8 at the Kenwood Community Lily parade, to aid in the sale of Easter seals.

Carson will be grand marshal of the parade, leading 10 floats to the Ken theater, where the local Chamber of Commerce will entertain children who helped gather seal funds.

Main feature of the parade will be a 28-foot float carrying two organs, one played by 13 - year - old Joe Scotty and the other by Al Melgard.

Children wishing to see Whitey Carson in person at WGN-TV will be interested in knowing tickets are now available. Write channel 9, Guest Relations.

Do You Receive WTMJ-TV And/or WLAV-TV Shows?

TV Forecast magazine is now publishing a special "Great Lakes Edition" for television set owners able to receive programs from WTMJ-TV, Milwaukee, Wis., and/or WLAV-TV, Grand Rapids, Mich. Most of these set owners reside out of Chicago proper.

The "Chicago Edition" will not contain the program listings of these two stations. However, Chicago station listings will appear in the "Great Lakes Edition."

If you are not now receiving the WTMJ-TV and WLAV-TV listings and desire to receive the special "Great Lakes Edition," please write this office, 185 N. Wabash, Chicago 1. Allow three weeks for correction of mailing plates.

Easter Gift

Fran Allison's new RCA Victor recording of "Peter Cottontail" is on sale now in time for Easter, it makes a wonderful gift.

Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Tom Wallace Show**

11:00 9 **Chicago Cooks** Delightful and tasty hints for improving old menus

12:00 9 **Tom Wallace Show**

1:00 9 **Stop The Record** Frann Weigel

2:00 4 **Bill Evans Show** A well-balanced program, guaranteed to give your spirit a lift, and drive your worries away

3:00 4 **Homemakers' Exchange** Maggi Young discusses the newest in recipes and gives helpful hints to homemakers

3:30 4 **TV Album** Ticker tape news

4:00 4 **Multiscope News** on the ticker tape

9 **Women's Magazine Of The Air** Tips for the homemakers with Ruth Crowley and Ed Roberts

4:15 5 **Judy Splinters** and Shirley Dinsdale provide the entertainment on this variety show for kids

4:30 4 **TV Billboard** Ticker tape news

5 **Howdy Doody Show** Bob Smith narrates an old-time movie continued each day

9 **Telephone Game** Fun and prizes with Jim Ameche and Jane Quinn

5:00 5 **Cactus Jim** Western feature film

9 **Small Fry Club** Bob Evans and the kids have lots of fun playing games

5:15 4 **Comic Capers** Magic, fun and comics with Don and Vera Ward

5:30 4 **Lucky Pup** Hope and Morey Bunnin present this delightful puppet show especially for the youngsters' pleasure

9 **Trail Blazer's Theater** Western film

5:45 4 **Wrangler's Club** Western feature introduced by Texas Bruce Roberts

6:00 4 **Time For Beany** Have you seen Teeny and his spectacles, freckles, and red hair?

5 **Kukla, Fran, And Ollie** and the rest of the Kuklapolitan players managed by Burr Tillstrom

6:15 4 **Off The Cuff** with Russ Davis

7 **Dinner Music** Recorded melodies

6:30 4 **CBS News** with Douglas Edwards

5 **Showroom** with Roberta Quinlan. Guests Fontaine Sisters

7 **Adventure Time** Feature film serial: "Last of the Mohicans"

9 **Barton At The Balinese**

6:35 9 **Film Varieties**

6:45 4 **At Home Show** with Earl Wrightson

5 **News Caravan** John Swayze reports

7 **Paddy The Pelican** Story telling bird created by Sam Singer

9 **Chicagoland Newsreel** Local news

7:00 4 **Arthur Godfrey And His Friends** musical variety with Archie Bleyer's orchestra, the Mariners, vocal group, Janette Davis, Bill Lawrence, vocalists, and sportscaster Red Barber

5 **Leave It To The Girls** Viewers send in their problems and the ladies with the able assistance of one male offer suggestions

(Continued on page 23)

Wednesday (Continued)

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

7 On Trial Case comes to life again with a modern jury deciding the pro's and con's of the verdict
9 Temptones Songstress Nancy Wright vocalizes with instrumental group

7:30 5 Pinky Lee
7 Author Meets The Critics Current book and its author discussed
9 Stop, Look, And Learn Harold Isbell models the hats the ladies concoct in two minutes (see pg. 29)

8:00 4 What's My Line? Different quiz where panel members attempt to determine guest's profession
5 Kraft Theater Drama "The Lucky Finger" with Lois Holmes
7 A Couple Of Joes Try to play the tunes you've requested. Warren Hull mc
9 World Is Yours Travel film

8:15 9 Baseball Preview 1950 Harry Wisner conducts this film and comment on this year's ball teams

8:30 4 Follow The Fun new variety show featuring Jim Ameche mc, Ginny Scott, vocalists, and Dave Pritchard and his band
7 Wrestling from Rainbo Arena with Wayne Griffin announcing
9 Helping Hand Dee Carlstom acts as hostess for a new series of shows offering people a chance to fulfill their dreams

9:00 4 St. Nick's Boxing with Ted Husing
5 Break The Bank Bud Collyer introduces the guests, Bert Parks asks the questions on this quiz show
9 Happiness House features the "battle of the dummies" when Jerry O'Leary and Bob Evans ventriloquist visit Danny O'Day, the mahogany kid and Jimmy Nelson

9:30 5 Film
9 Four Star TV Theater Feature film "I Am a Criminal" John Carroll

9:45 5 Reported Missing Jim Hurlbut reports on the cases of missing people

10:00 4 Ernie Simon The Curbstone Cutup. Join Ernie and his gang as he interviews the people (see pg. 14)
5 Weatherman Clint Youle

10:10 5 Design For Good Living presents Dorsey Connors with helpful hints for the family

10:15 4 Ulmer Turner and the news
5 Today's Ballgame with Tom Duggan

10:30 4 Sports Roundup with Joe Wilson
5 NBC Newsroom with Clifton Utley

10:45 5 But Not Forgotten with Herbie Mintz

10:50 4 Murder Before Midnight Film shown in part each night, usually a mystery. Swami Drana Badur asks the questions

11:00 7 Flana-Grams Sports commentary
9 Chicagoland Newsreel Local news

11:15 9 TV Forecast

(Stations reserve the right to change above listings without notice)

AFTERNOON VIEWING IS FUN ON CHANNEL 9

★

Enjoy

"CHICAGO COOKS

with

BARBARA BARKLEY"

2:15 P.M.

45 interesting minutes every week day with your favorite home economist. Barbara gives you new recipes, new fast and easy ways of cooking.

At 3:00 P.M. Watch "STOP THE RECORD"

Fran Weigel spins the records, asks the questions, and passes out the prizes.

At 4:30 P.M. Play "TELEPHONE GAME"

You'll have fun every week day playing this fascinating new quiz game. **Hundreds of prizewinners every week.** Join in and win!

★

Thrilling Spy Film Thursday on WENR-TV

"Under Secret Orders," a melodramatic story of espionage and war, will be shown Thursday, April 13 on WENR-TV when Forecast Theater presents another in their series of motion-picture favorites. The film will begin about 10:10 p.m.

ERIC VON STROHEIM

Sponsored by the publishers of *TV Forecast* Magazine, the channel 7 telecast is emceed by Ed Cooper. The film stars John Loder, Claire Luce, and Eric Von Stroheim, and is the story of Ann Marie Lesser, one of the most clever German agents. Ann Marie's dangerous assignments, and her romance with an American officer, Capt. Carr, will thrill Chicagoland audiences.

Coming soon: Elizabeth Bergner and Raymond Massey in "Dreaming Lips"; Richard Arlen, Virginia Bruce and Bruce Cabot in "Let 'Em Have It," adventures of G-Men; and "I Cover the Waterfront" with Claudette Colbert and Ben Lyon.

Make Thursday evening, 10:10 (immediately following the roller derby) a regular viewing habit on WENR-TV.

***TV Forecast* Now on Sale at Leading Newsstands**

TV Forecast for April 13, 1950

Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Tom Wallace Show**
10:30 9 **Hy Power** Crossword puzzle
10:45 9 **Tom Wallace Show**
11:00 9 **Chicago Cooks** If you're tired of having the same old thing, Barbara Barkley can give you some new ideas
12:00 9 **Tom Wallace Show**
2:00 4 **Bill Evans Show** For young and old alike. It is especially prepared to bring you the best and the newest in the entertainment world
3:00 4 **Homemakers' Exchange** You can see your own favorite recipe prepared if you will send it in to Maggi Young's Recipe of the Week contest
3:30 4 **TV Album** Ticker tape news
7 **Homemakers Show** Beulah Karney and Kay Morrow conduct this show for the foods and fashion wise housewife
4:00 4 **Multiscope News** on the ticker tape
5 **Adventures In Electric Living** The Youles discuss home laundry appliances
9 **Hi Ladies** with Claude Kirehner and ladies of the Home Arts Guild
4:15 5 **Judy Splinters** is designed especially to capture interest of the kids
4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** featuring Flapdoodle, Dilly Dally, Mr. Bluster and Clarabelle the Clown
9 **Telephone Game** This quiz may be your big chance to join in the fun
5:00 5 **Cactus Jim** Western feature film
9 **Small Fry Club** Can you make a picture from the funny curly-cue that Bob draws each day?
5:15 4 **Comic Capers** Boo, the funny puppet helps Don and Vera entertain
5:30 4 **Lucky Pup** How can Foodini outwit the evil J. J. Lightfinger? Watch and see
9 **Carson's Corral** Whitey Carson invites you to form a Pioneersman's Club
5:45 4 **Wrangler's Club** Texas Bruce introduces you to his western friends
9 **Trail Blazers' Theater** Western film
6:00 4 **Time For Beany** and his friends. His brother Teeny lives in Chicago. Maybe you know him?
5 **Kukla, Fran, and Ollie** Fun for young and old alike
6:15 4 **Off The Cuff** with Russ Davis
7 **Dinner Music** Recorded melodies
6:30 4 **Window Shopping** Commercial
5 **Wendy Barrie Show** Interviews with and gossip about the stars
7 **Adventure Time** Feature film serial: "Last of the Mohicans"
9 **Barton At The Balinese** Joan Barton
6:35 9 **Art Jarrett's Metropolitan Memo**
6:45 4 **Five Star Final** Bob Elson and Roy Topper with sports news, gossip, and a special surprise guest
(Continued on page 25)

Thursday (Continued)

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

5 **News Caravan** John Swayze reports
7 **Paddy The Pelican** weaves tales of his home in the woodlands
9 **Chicagoland Newsreel** Local news
7:00 4 **Show Goes On** Robert Q. Lewis presents tops in talent for anyone who is interested in hiring entertainers
5 **Studs' Place**
7 **Stop The Music** says Bert Parks, somebody might have the answer!
9 **Temptones With Nancy Wright**
7:30 5 **One Man's Family** Life in the Barber household, starring Bert Lytell
9 **Hands Of Murder** Mystery drama

8:00 4 **Hobbies For Profit** Do you have time on your hands? Ulmer Turner tells you of ways to use it

5 **College Of Musical Knowledge** Musical quiz lead by Kay Kyser with the aid of the Honey Dreamers
7 **Blind Date** Young men compete for a date with a young lady
9 **Morey Amsterdam Show** with a parade of all-star guests (pg. 18)
8:15 4 **Film Shorts**
8:30 4 **Glamour-Go-Round** Ilka Chase mc
7 **Holiday Hotel** Comedy-variety starring Edward Everett Horton
9 **TV Beauty Contest** Myron Wallace mc
8:45 4 **Film Shorts**
9:00 4 To be announced
5 **Martin Kane** private eye (William Gargan) solves another case
7 **Roller Derby** "Tossed salad" of sports
9 **Wrestling from Madison AC** with Jack Brickhouse announcing
9:30 4 In **The First Person** with Quincy Howe
5 **Wayne King Show** featuring Harry Hall, Nancy Evans, and the Don Large Chorus, vocalists
9:45 4 **Royal-Airs**
10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle

7 **Forecast Theater** Immediately following the Roller Derby. Feature film "Under Secret Orders" with John Loder and Eric Von Stroheim. A spy drama (see page 24) Ed Cooper, mc.

10:10 5 **Design For Good Living**
10:15 4 **Ulmer Turner** and the news
5 **Today's Ball Game** with Tom Duggan
10:30 4 **Sports Roundup** with Joe Wilson
5 **NBC Newsroom** with Clifton Utley
10:45 5 **But Not Forgotten** Herbie Mintz
10:50 4 **Murder Before Midnight** Film in part
11:15 9 **Chicagoland Newsreel** Local news

(Stations reserve the right to change above listings without notice)

Review of Week's News on WGN-TV

"Telenews," the week's news in review, can be seen Sunday, April 9 on WGN-TV, channel 9, offering busy television set owners up-to-the-minute headline news, sponsored by the City National Bank and Trust company.

Produced by Telenews Productions, Inc., the new show is staged with the cooperation of the International News Service and News Photos.

It is one of the few news round-ups with sound tracks accompanying the films.

"Telenews" is handled by the George Hartman company for channel 9.

OPEN HOURS	DELIVERY LIMITS (WE'LL STRETCH IT A BIT)			
South: Until 2 am	47th Street	(N)	Cottage Gr.	(W)
Fri. & Sat. 3 am	85th Street	(S)	Lake Mich.	(E)
North: (NEVER CLOSED)	Devon Av.	(N)	Damen Av.	(W)
	Fullerton Av.	(S)	Lake Mich.	(E)
West: Until 3 am	Irving Park	(N)	Oak Park Av.	(W)
Fri. & Sat. 5 am	12th Street	(S)	Western Av.	(E)

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ULMER TURNER demonstrates ways to turn Spare Time into Cash right at home
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WARNER ELECTRIC CO., CHICAGO 26, ILL.

TONIGHT!

Is it animal, vegetable or mineral on

"TWENTY QUESTIONS"

with emcee Bill Slater steering the fun on the game that has all America guessing.

7:00 P.M.

"TOP VIEWS IN SPORTS"

with

JIMMY EVANS, sportscaster

See highlighted top sports events of the week—colorful sports stars in action.

7:30 P.M.

"AUCTION-AIRE"

Jack Gregson and Rebel Randall take your bids for valuable merchandise by phone from your home

8:00 P.M.

You've a date for a Coffee Klauche with

"OUR GAL TONI"

(Toni Gilman, that is)

9:00 P.M.

Jim Moran invites you to the

"COURTESY HOUR"

60 fast paced minutes of top variety entertainment.

10:00 P.M.

COMING

April 15—6:00 P.M.

The one and only

"BUCK ROGERS"

champion of the 25th Century

WENR-TV

CHANNEL 7

ABC TELEVISION IN CHICAGO

Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Shopping Is Fun** with Chuck Bill
10:30 9 **Tom Wallace Show**
11:00 9 **Chicago Cooks** Home economist Barbara Barkley introduces a new recipe
12:00 9 **Tom Wallace Show**
12:50 9 **Batting Practice**
1:00 4 **Multiscope News** on the ticker tape
1:05 9 **Dugout Interviews**
1:20 9 **City Series Game** Sox vs Cubs
2:00 4 **Bill Evans Show** with entertainment for the whole family
3:00 4 **Homemakers' Exchange** Maggi Young brings you a program especially planned to make cooking fun
3:30 4 **TV Album** Ticker tape news
9 **Tenth Inning**
4:00 4 **Multiscope News** on the ticker tape
9 **To be announced**
4:15 5 **Judy Splinters** brings you stories, games, tricks, & sometimes a song
4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Enjoy the games and the antics of Clarabelle clown
9 **Telephone Game** Can you pick the correct answers to the questions?
5:00 5 **Cactus Jim** Western feature film
9 **Small Fry Club** Bob gives youngsters latest news and good advice
5:15 4 **Comic Capers** Magic, fun, and comics that all the kids will enjoy
5:30 4 **Lucky Pup** Don't miss the exciting adventures of Foodini, Pinhead and the rest of the puppets
9 **Fairteen Club** Outstanding teen of the week will be special guest of Norma Kasell and club
5:45 4 **Wrangler's Club** Western feature film narrated by Texas Bruce Roberts
6:00 4 **Time For Beany** and more comical adventure tales with his friends
5 **Kukla, Fran, And Ollie** An enjoyable evening with this loveable trio
9 **Trail Blazers' Theater** Western film
6:15 4 **Off The Cuff** Super give-away show presided over by Russ Davis
7 **Dinner Music** Recorded melodies
6:30 4 **CBS News** Douglas Edwards reports
5 **Showroom** with Roberta Quinlan
7 **Adventure Time** Feature film serial: "Last of the Mohicans"
9 **Barton At The Balinese**
6:35 9 **Film Varieties**
6:45 4 **Window Shopping** with Pat Banks
5 **News Caravan** John Swayze reports
7 **Paddy The Pelican** with news of the latest happenings in woodland
9 **Chicagoland Newsreel** Local news
7:00 4 **Mama** and her family face another of life's daily problems
5 **Quiz Kids** Joe Kelly quizzes Darice Richman, Wally McCarty, Melvin Miles, Harvey Dytch, and Brenda Liebling on this junior edition quiz

(Continued on page 28)

TOWNE MOTORS

PRESENTS

"Top Views in Sports"

FEATURING

JIMMY EVANS

FRIDAY NITE - 7:30 P.M.

WENR-TV CHANNEL 7

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EXPENSIVE ARTICLES
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"AUCTION-AIRE"

FRIDAYS AT 8 P.M.
WENR-CHANNEL 7

Friday (Continued)

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

7 **Twenty Questions** allowed to determine "it." Bill Slater mc.

9 **Cartuno-O** Holland Engle your genial mc conducts a telephone-quiz with music by Bob Trendler's band

7:30 4 **Man Against Crime** Mystery drama starring Ralph Bellamy

5 **Walt's Workshop** Building of seed trays and other gardening subjects are discussed by Mr. Durbahn

7 **Top Views in Sports** with Jimmy Evans relating past week's sports

7:45 7 **Vaughn Shoemaker's Studio**

8:00 4 **The Play's The Thing Drama** "Sanctuary In Paris" Elliott Sullivan, Joan Chandler

5 **Versatile Varieties** Harold Barry mc. Guest: Phil Brito vocalist

7 **Auction-Aire** Your bid for the objects you see taken by Rebel Randall. Jack Gregson calls the bids

9 **World Is Yours** Travel film

8:15 9 **Baseball Preview 1950**

8:30 5 **Big Story** Reporter gets his scoop

7 **Little Revue** Finest in music and dancing with Gloria Van, Bill Snary, Tony Parrish vocalists; Nancy Doran, Dick France, Jack Payne

9 **Wrestling from New York** with Dennis James announcing the matches

9:00 4 **People's Platform** Discussion forum conducted by Charles Collingwood

5 **Cavalcade Of Sports** Boxing bouts

7 **Our Gal Toni** presents guests from all types of professions

9:30 4 **Lucky Letters** Musical clues presented by Frankie Master, Phyllis Myles, and Carol & Trudy Mauer

9 **Community Theater** Feature film

9:45 5 **Greatest Fights Of The Century** Film Joe Louis vs Arturo Godoy

10:00 4 **Ernie Simon** The Curbstone Cutup

5 **Weatherman** Clint Youle

7 **Courtesy Hour** Outstanding variety entertainment with Jim Moran mc

10:10 5 **Design For Good Living**

10:15 4 **Tomorrow's Weather**

5 **Today's Ball Game** with Tom Duggan

10:20 4 **Wrestling From Hollywood** Film

10:30 5 **Film Short**

10:45 5 **But Not Forgotten** Herbie Mintz

9 **Chicagoland Newsreel** Local news

11:00 7 **Flana-Grams** Sports commentary

9 **TV Forecast**

11:10 4 **Murder Before Midnight** Film in part

11:40 4 **Pix Of The News** Ulmer Turner

(Stations reserve the right to change above listings without notice)

The Music Scene

By CAROLE WILK

There's a new kind of music. It's camera music and it's TV's offspring. We saw signs of it up at WNBQ, when Don Marcott (head man in their music department) gave us the background of a few original numbers done on the Garroway show. Working from the camera's eye, they created two separate musical sequences—*Waltz for Cameras and Orchestra* (music by Marcott) and *Rhapsody for Cameras and Orchestra* (music by Wayne Robinson).

In TV it's the camera that counts. It's as important to the music as the conductor or the vocalist or the fiddler. In the WNBQ productions, the camera was treated as an actor, and its own personal characteristics were developed. Camera techniques such as close-ups and quick switches were worked out as the music was being written. The results were wonderful—a new art for the new medium. We put in two votes for more of this sort of thing. How about it?

Other signs of this new music come from opera experiments. The Television Opera department of NBC, commissioned the first original opera for TV —Menotti's *Down in the Valley*—done last January. This began their series of operas in English. On the other side of the fence, CBS's Opera Television Theatre (under Lawrence Tibbett) have produced the standard type opera. The big question is, do we want original operas written especially for television, or do we want the revamped editions from the regular opera repertoire? It's not hard to tell that the former will be most successful. But here we are again . . . up against that old time—cost—talent problem.

On the list of the top musicamera productions is NBC's version of the *Artist and the Model* (March 18, Show of Shows). First class entertainment, and as fine a coordination of music, camera technique, dance and staging as you could want. They're making good use of the new type of TV music, and the results are proof that it's here to stay.

♪ *MEMO* Be sure to see the life and music of Franz Schubert—feature film "One Romantic Night" on April 9th, Courtesy Motors, WGN-TV.

Write Zany Letter, Win Easter Prize!

You're right, it's a Zany Easter hat WGN-TV's Harold Isbell is wearing, but the video gag man thinks there is room for more, and he's giving out ten valuable prizes for the answer to this question:

"What could you add to this Easter bonnet?"

Is it a stalk of celery? Writer of the most original letter answering Harold's question will be awarded a handsome rug for the home, from the Cushman Rug company, 6310 N. Broadway, as first prize in this 7 day contest.

Remember, only seven days left to write your entry. All letters or postcards must be mailed before midnight, Saturday, April 15. Address them to Harold Isbell, WGN-TV, Chicago, Ill. All entries become property of the judges.

Second place winner will receive a $20 Cameo tarnish-proof silverware chest. A $12 set of one-dozen Simmons scalloped-edge steak knives in a blonde wood case will be awarded third place winner. Fourth prize will be a complete set of Weico servers, used for coffee, vinegar and oil, salt and pepper.

The next six prizes will be Dean deluxe pens, inscribed in gold "From Harold Isbell."

Assisting Harold in the judging will be E. Ross Humphrey, advertising executive; B. J. Cushman, interior decorator; Robert Cooper, restaurateur; Yetive Browne, video promotional director; and Robert A. Kubicek, editor of *TV Forecast*.

DEAR BOSS:

My recommendation for the Show Most Likely NOT to Succeed is "The McCarthy Gang," related in no way to your favorite critic.

Sheila John Daly, the 20 plus author of a daily newspaper teen-age gossip column, is billed as the femcee of what could be an outstanding television program for talented young people.

Maybee it is Daly, maybe not. Maybe the cameraman or the producer are at fault. Certainly not the sponsor, McCarthy (again,no relation of mine). Whatever, there is no zip, no sparkle, no (excuse the expression)schmaltz that makes you want to dial in again.

Daly, blessed by good looks, is mighty cold on my screen. She has a pleasant smile, for which I can testify, having seen it outside the TV studio, but she freezes up when camera one or two bears down for a closeup.

It is quite obvious she is reading a script, which in my opinion is alright on radio, but out of place on video. The warmth is lost.

Maybe you'll recall Oscar Katov's teen-age show "Under 21" which was seen recently on another station. Katov wasn't the best of showmen, but he was far more at ease and his telecast ran smoother.

There is so much teen-age talent in our beloved midwest that there is no reason such a show like the "McCarthy Gang" should not succeed. Maybe Miss Daly won't like us for pointing this out, but we hate to see a gem of an idea die and discourage an audience of proud parents and youngsters.

Yours truly,
CHUB McCARTHY

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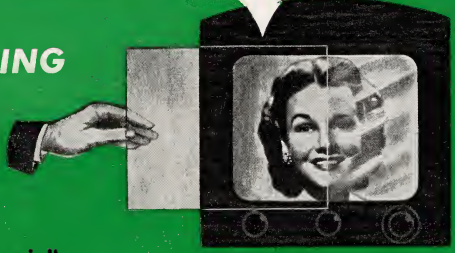

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